PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: John Buehler DATE: March 17, 1995

FROM: G. D'Alessandro

SUBJECT: **Fall V-Wear "Glamour, Gotta Have it" FSI-Creative Brief**

Background

In July 1995 Virginia Slims will introduce the Fall 1995 V-Wear collection "Glamour, Gotta Have it" through an integrated marketing plan. Below are the creative specifications for the FSI.

Objectives

- Maintain current Slims franchise.
- Incent trial/repeat purchase among key competitive smokers.
- Generate awareness of the Fall V-Wear collection.

Strategy/Tactics:

Though the Fall V-Wear FSI, Slims will deliver coupons of varying values to consumers in accordance to Slims strength grid:

- Strong- SDI>100, Share trend higher than National
- Threat- SDI>100, Share trend lower than National
- Opportunity- SDI 90-100, Share trend higher than National
- Weak- SDI 90-100, Share trend lower than National

Markets:

STRONG	THREAT	OPPORTUNITY	WEAK
2F0 COLUMBIA	2B0 WASHINGTON	1J0 HARRISBURG	3C0 MIDLAND
2G0 GREENVILLE	2L0 SAVANNAH	2D0 RALEIGH/ DURHAM	1C0 HARTFORD
2P0 TAMPA	3D0 MEMPHIS	5H0 SACRAMENTO	5M0 SAN DIEGO
3Q0 HOUSTON	2G0 MIAMI	2I0 NASHVILLE	5I0 SAN FRANCISCO
2N0 PENSACOLA	2J0 ATLANTA	3A0 ST. LOUIS	2C0 ORLANDO
2M0 JACKSONVILLE	3G0 NEW ORLEANS	1I0 PHILADELPHIA	5E0 DENVER
4L0 CHICAGO	5K0 HAWAII		5J0 FRESNO
4G0 GRAND RAPIDS	3R0 WACO/ TEMPLE		
3N0 DALLAS/ FT. WORTH	5L0 LOS ANGELES		
2C0 RICHMOND	4M0 PEORIA		
2K0 BIRMINGHAM	3E0 JACKSON		
4F0 DETROIT			
3M0 OKLAHOMA CITY			
1H0 NEW YORK			
4H0 TOLEDO			
3F0 LITTLE ROCK			
4A0 PITTSBURGH			
2E0 CHARLOTTE			
2H0 KNOXVILLE			
2A0 BALTIMORE			
3H0 LAKE CHARLES			

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Source: https://www.industrydocuments.ucsf.edu/docs/mncy0004

Elements:

- FSI Ad- The format of this FSI will be single page (7 3/4" X 10 1/2").

Offer:	Value	Expiration Date
Strong	$1.00 off ctn/4 pck	8/31/95
Threat	$2.00 off ctn/4 pck	8/31/95
Opportunity	$3.00 off ctn/4 pck	8/31/95
Weak	$3.00 off ctn/4 pck	8/31/95

- 800# to get catalogues: 1-800-TO-V-WEAR

Execution Guidelines

Through Slims' branding and imagery, using the "Glamour, Gotta Have it" theme (catalogue cover), create a single page FSI primarily delivering the coupon, secondarily creating awareness of Fall V-Wear and giving details for obtaining the catalogue (800#).

Production Timing/Mailing:	
Shoot	2/27-3/2
Comp to PM	w/o 3/27
Comp approved	w/o 4/3
A&K Due	w/o 4/10
A&K Approved	w/o 4/17
Proof to PM	w/o 4/24
Proof Approved	w/o 4/24
Market List due	5/12
Film Due (Extension)	5/19
Drop	7/16/95

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